Annual report of the Brussels tourism observatory

2016
Summary

Introduction

1. Accommodation
   • Tourist offer
   • Hotel occupancy
   • Breaks and stays

2. Congresses and meetings
   • Congresses and meetings
   • Major fairs

3. Tourism cultural services
   • Museums & attractions
   • Guided tours

4. Transport
   • Aerial transport
   • Urban mobility

5. Quality of tourist services
   • Satisfaction of visitors
   • Brussels Quality Academy

6. Sustainable tourism
   • Eco-labels
   • Exemplary buildings
   • Green spaces
The Lockdown from November 2015 and the negative communication that followed still had some influence when the attacks from the 22nd of March happened. The whole tourism industry suffered from those terrible events.

Leisure tourism underwent a major impact, causing a significant drop in tourism figures until the end of summer. The situation started to go back to normal from October, notably because of business tourism. The recovery goes on since.

Since 2015, important methodology changes affected the way data and statistics linked to tourism breaks and stays are collected. We have, therefore, corrected the figures (a more detailed explanation can be found on slide 27). This means that they differ from data provided by other sources, but they better represent the reality of the situation.
Key figures

Hotel arrivals
3,000,000
-15%

Overnight stays
5,550,000
-19%
Overnights by source markets

- Belgium: 21%
- France: 12%
- United Kingdom: 8%
- Germany: 8%
- Spain: 8%
- Netherlands: 4%
- USA: 6%
- Italy: 4%
- BRICs: 5%
- Others: 28%
- USA: 6%
- Netherlands: 4%
- Italy: 4%
- BRICs: 5%
- Others: 28%

visit.brussels
Accommodation offer

- Tourist accommodation: 282
- Available accommodation opportunities: 37,472
- Eco-labelled accommodation: 52

Average price per hotel room: 106€
Occupancy rates: 58%
RevPAR: 65€
Tourist contents

- Museums and attractions: 121
- Guided tours: 6,446
- UIA meetings: 906
- ICCA meetings: 91
1

Tourist accommodation
Tourist offer

Brussels is a cosmopolitan city in which tourism plays an important role. To keep up with demand due to its status as a major European capital city, Brussels has a plentiful and varied hotel offer, which will be presented in this chapter.

The details and numbers concerning the number of establishments in Brussels is provided by the FPS Economy.

Furthermore, over-the-counter renting of furnished accommodation is an important part of the city’s accommodation offer, which is why we have decided to include an analysis of this recent phenomenon in this annual report.

To do so, we have used the estimated number of AirBnB lodgings in Brussels according to the “insideAirBnB” website. The data was collected on the platform in January 2017.
Tourist offer - region

**Hotels**
- 206 Establishments
- 18,141 Rooms
- 37,472 Beds

**Youth accommodation**
- 8 Establishments
- 211 Rooms
- 1,224 Beds

**Guest rooms**
- 68 Establishments
- 152 Rooms
- 357 Beds

**Furnished accommodation**
- 6,287 Lodgings
- 7,600 Rooms
- - Beds

Notes:
1. Data: DGS, BHA and visit.brussels
2. The inside Airbnb figures were taken by Tom Slee (tomslee.net) from the Airbnb website in January 2017
# Tourist offer – by commune (1)

<table>
<thead>
<tr>
<th>Commune</th>
<th>Hotels</th>
<th>Youth accommodation</th>
<th>Guest Rooms</th>
<th>Furnished Lodgings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brussels</td>
<td>95</td>
<td>3</td>
<td>12</td>
<td>1,521</td>
</tr>
<tr>
<td>St-Gilles</td>
<td>25</td>
<td>-</td>
<td>7</td>
<td>566</td>
</tr>
<tr>
<td>Ixelles</td>
<td>22</td>
<td>-</td>
<td>7</td>
<td>893</td>
</tr>
<tr>
<td>St-Josse</td>
<td>15</td>
<td>-</td>
<td>3</td>
<td>117</td>
</tr>
<tr>
<td>Anderlecht</td>
<td>10</td>
<td>-</td>
<td>3</td>
<td>137</td>
</tr>
<tr>
<td>Schaerbeek</td>
<td>9</td>
<td>-</td>
<td>8</td>
<td>366</td>
</tr>
<tr>
<td>Etterbeek</td>
<td>5</td>
<td>-</td>
<td>9</td>
<td>276</td>
</tr>
<tr>
<td>Evere</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>20</td>
</tr>
<tr>
<td>Woluwe Saint Lambert</td>
<td>5</td>
<td>-</td>
<td>2</td>
<td>123</td>
</tr>
<tr>
<td>Molenbeek</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>124</td>
</tr>
</tbody>
</table>

**Notes:**
1. Data: DGS, BHA and visit.brussels
2. The inside Airbnb figures were taken by Tom Slee (tomslee.net) from the Airbnb website in January 2017
### Tourist offer – by commune (2)

<table>
<thead>
<tr>
<th>Commune</th>
<th>Hotels</th>
<th>Youth Accommodation</th>
<th>Guest Rooms</th>
<th>Furnished Lodgings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ganshoren</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Forest</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>253</td>
</tr>
<tr>
<td>Watermael-Boitsfort</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>51</td>
</tr>
<tr>
<td>Uccle</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>205</td>
</tr>
<tr>
<td>Woluwe St. Pierre</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>91</td>
</tr>
<tr>
<td>Jette</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>43</td>
</tr>
<tr>
<td>Koekelberg</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>33</td>
</tr>
<tr>
<td>Auderghem</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>66</td>
</tr>
<tr>
<td>Berchem Ste. Agathe</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>11</td>
</tr>
</tbody>
</table>

**Notes:**
1. Data: DGS, BHA and visit.brussels
2. The inside Airbnb figures were taken by Tom Slee (tomslee.net) from the Airbnb website in January 2017
### Hotel projets (2016 and future projects)

<table>
<thead>
<tr>
<th>Nom du projet</th>
<th>Commentaires</th>
<th>Commune</th>
<th>Taille</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Le Quinze Grand Place</td>
<td>Rebranding of Saint Michel hotel</td>
<td>Brussels</td>
<td>15 Rooms</td>
<td>January 2016 (open)</td>
</tr>
<tr>
<td>Tangla Hotel (4****)</td>
<td>Renovation of Sodehotel (4****)</td>
<td>Woluwe-Saint-Lambert</td>
<td>187 Rooms</td>
<td>April 2016 (open)</td>
</tr>
<tr>
<td>Radisson RED</td>
<td>Rebranding of Radisson Blu</td>
<td>Ixelles</td>
<td>149 Rooms</td>
<td>April 2016 (open)</td>
</tr>
<tr>
<td>Hilton Garden Inn Brussels Louise</td>
<td>Rebranding of Cascade Inn</td>
<td>Saint-Gilles</td>
<td>143 Rooms</td>
<td>June 2016 (open)</td>
</tr>
<tr>
<td>easyHotel Brussels City Centre</td>
<td>New hotel</td>
<td>Brussels</td>
<td>107 Rooms</td>
<td>November 2016 (open)</td>
</tr>
<tr>
<td>Corinthia Grand Hotel Astoria (5****)</td>
<td>Renovation of Astoria hotel</td>
<td>Brussels (Rue Royale)</td>
<td>121 Rooms (previously 109)</td>
<td>2019</td>
</tr>
<tr>
<td>Gésu (5****)</td>
<td>New hotel</td>
<td>Saint-Josse</td>
<td>75 rooms + 77 apartments + conference rooms and car park</td>
<td>Q1 2019</td>
</tr>
<tr>
<td>Okko project</td>
<td>Transformation of CBC building at Grand-Place</td>
<td>Brussels</td>
<td>150 Rooms</td>
<td>2020-21</td>
</tr>
<tr>
<td>Bacardi – Martini project</td>
<td>New hotel</td>
<td>Molenbeek-Saint-Jean</td>
<td>70 Rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>Nexity - Orion International</td>
<td>New hotel</td>
<td>Etterbeek (Rue Belliard)</td>
<td>110 Rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>Neo</td>
<td>Global project at Heysel</td>
<td>Heyzel Plateau - Laeken</td>
<td>Min. 500 Rooms</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5,000-seat convention centre</td>
<td>n/a</td>
</tr>
</tbody>
</table>
It is no surprise that 2016 was a difficult year for the Brussels hotel industry. While the Lockdown from November 2015 still had impact on tourism figures, February started to show some sign of recovery. After the terror attacks of March, one week before Easter holidays, the occupancy rate of the hotels of the Brussels Region strongly dropped compared to 2015, before showing signs of recovery in October.

The occupancy rates, average prices and the revenue per available room are taken from the reports distributed by MKG researchers.

Mkg used a panel of 94 hotels (totaling 14,699 Rooms) from May to December and 96 establishments in November and December (totaling 15,052 Rooms),

It’s important to note that weekend and mid-week figures should not be compared to the global results. In fact, the data is based on a restricted panel which varied from week to week and was made up of around 60 establishments.
Hotel occupancy rates

Global occupancy rate (1)
- 61%
- 11 pt. vs 2015

Weekend occupancy rate (2)
- 53%
- 14 pt. vs 2015

Mid-week occupancy rate (2)
- 68%
- 10 pt. vs 2015

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Evolution of occupancy rates (vs. 2015)

Note:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
Hotel occupancy rates – by neighbourhood

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
2. The neighbourhood hexagons are only for illustration and do not represent their precise locations or borders
Hotel occupancy rates – by category

Note:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
Average hotel prices

106€

Global average price (1)

-€1 vs 2015

78€

Average weekend price (2)

- €2 vs 2015

113€

Average mid-week price (2)

- €6 vs 2015

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Evolution of average prices (vs. 2015)

Note:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
2. The neighbourhood hexagons are only for illustration and do not represent their precise locations or borders
Average hotel prices – by category

€88  - €3 vs 2015

€115  - vs 2015

€148  + €1 vs 2015

Note:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
Revenue per available room

Global average revenue (1)

€65

- €13 vs 2015

Average weekend revenue (2)

€41

- €13 vs 2015

Average mid-week revenue (2)

€78

- €15 vs 2015

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Evolution of revenue per room (vs. 2015)

Note:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
Revenue per room – by neighbourhood

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
2. The neighbourhood hexagons are only for illustration and do not represent their precise locations or borders
Revenue per room – by category

Note:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
Breaks and stays

Data of breaks and stays in Belgium is collected from licensed establishments in all three of the country’s regions by SPF Economy.

Every month the establishments provide information of their visitors’ countries of origin, numbers, number of nights stayed in the establishment and the nature of their trip.

Following a change to the Arrêté royal du 12 janvier 2015 law, the reach of the data collected by SPF Economy has been reduced. For Brussels, 18 establishments with a total of 815 rooms have been cut from the panel.

To better reflect the actual situation, and allow for a better comparison with previous years, these 815 rooms were included in this report.

To do so, the number of overnight stays was estimated according to the occupancy figures for each month given to us by MKG (see previous chapter). The number of travelers per overnight stay was estimated to be 1.1 per room per night for business trips and 2.3 for leisure stays.

In addition, for confidentiality reasons, SPF Economy no longer provides us with the figures for arrivals and overnight stays per hotel category.
Breaks and stays – evolution of arrivals

Note:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – evolution of overnight stays

Note:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – by type of traveller

Leisure arrivals
1,3 M
(-21%)

Business arrivals
1,7 M
(-10%)

Leisure overnight stays
2,3 M
(-25%)

Business overnight stays
3,2 M
(-14%)

Note:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – by type of accommodation

- Guest rooms: 11,99 k (-4%)
- Hotels: 2,88 M (-15%)
- Youth accommodation: 105,2 k (-24%)

- Guest rooms: 27,42 k (-4%)
- Hotels: 5,27 M (-19%)
- Youth accommodation: 202,99 k (-22%)

Note:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – evolution of arrivals and overnight stays

Jan 213k -6.2%  
Feb 243k -0.4%  
Mar 232k -21.3%  
Apr 215k -31.4%  
May 246k -29.1%  
Jun 257k -24.1%  
Jul 238k -24.0%  
Aug 215k -30.3%  
Sep 268k -18.2%  
Oct 296k -14.3%  
Nov 285k +16.7%  
Dec 295k +28.1%

Note:  
1. Data from SPF Economy, corrected by visit.brussels
Tourists on breaks and stays – major markets

- **Belgium**: 23% 690k
- **France**: 13% 391k
- **United Kingdom**: 8% 236k
- **Germany**: 7% 205k
- **Spain**: 6% 168k
- **USA**: 5% 151k
- **Netherlands**: 5% 149k
- **Italy**: 4% 110k
- **China**: 2% 71k
- **Brazil**: 1% 26k
- **Russia**: 1% 25k
- **India**: 1% 19k
- **Others**: 24% 761k

**Notes:**
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – major markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Market Share</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>21%</td>
<td>1,132k</td>
</tr>
<tr>
<td>France</td>
<td>12%</td>
<td>661k</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>8%</td>
<td>425k</td>
</tr>
<tr>
<td>Germany</td>
<td>7%</td>
<td>362k</td>
</tr>
<tr>
<td>Spain</td>
<td>7%</td>
<td>361k</td>
</tr>
<tr>
<td>USA</td>
<td>6%</td>
<td>316k</td>
</tr>
<tr>
<td>Netherlands</td>
<td>4%</td>
<td>226k</td>
</tr>
<tr>
<td>Italy</td>
<td></td>
<td>218k</td>
</tr>
<tr>
<td>China</td>
<td></td>
<td>102k</td>
</tr>
<tr>
<td>Brazil</td>
<td></td>
<td>58k</td>
</tr>
<tr>
<td>Russia</td>
<td></td>
<td>56k</td>
</tr>
<tr>
<td>India</td>
<td></td>
<td>42k</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td>1,536k</td>
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</tbody>
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Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – types of stay

<table>
<thead>
<tr>
<th>Country</th>
<th>Leisure</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>France</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Germany</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Spain</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>USA</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Italy</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>China</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Brazil</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>Russia</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>India</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Others</td>
<td>40%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
# Overnight stays per commune

<table>
<thead>
<tr>
<th>Rank</th>
<th>Commune</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brussels</td>
<td>54%</td>
</tr>
<tr>
<td>2</td>
<td>Saint-Josse-ten-Noode</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>Saint-Gilles</td>
<td>11%</td>
</tr>
<tr>
<td>4</td>
<td>Ixelles</td>
<td>7%</td>
</tr>
<tr>
<td>5</td>
<td>Molenbeek-Saint-Jean</td>
<td>5%</td>
</tr>
<tr>
<td>6</td>
<td>Etterbeek</td>
<td>3%</td>
</tr>
<tr>
<td>7</td>
<td>Anderlecht</td>
<td>2%</td>
</tr>
<tr>
<td>8</td>
<td>Evere</td>
<td>2%</td>
</tr>
<tr>
<td>9</td>
<td>Woluwe-Saint-Lambert</td>
<td>1%</td>
</tr>
<tr>
<td>10</td>
<td>Schaerbeek</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Autres</td>
<td>2%</td>
</tr>
</tbody>
</table>

Note:
1. Data from SPF Economy
Overnight stays by type, since 2006

Note:
1. Data from SPF Economy, corrected by visit.brussels
Overnight stays by type and by month

Note:
1. Data from SPF Economy, corrected by visit.brussels
Overnight stays by month & type of accommodation

Note:
1. Data from SPF Economy, corrected by visit.brussels
Overnight stays – evolution of the markets

Belgium

France

Leisure & professional overnights

Leisure & professional overnights

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – evolution of the markets

United Kingdom

Germany

Leisure & professional overnights

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – evolution of the markets

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com

Leisure & professional overnights [Graph for Spain]

Leisure & professional overnights [Graph for USA]
Overnight stays – evolution of the markets

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – evolution of the markets

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
2

Congresses & meetings
In 2016, Brussels became the first destination for the organisation of international congresses and meetings worldwide. This position is connected to the city’s status as the capital of Europe, but also comes from the quality of the infrastructure and services on offer for organisers.

Information and data relating to congress and meetings venues comes from visit.brussels’ annual “Let’s meet” brochure.

The number of meetings recorded by the Union of International Associations (UIA) includes type A and type B meetings. The criteria are:

- Minimum 300 participants (type B)
- Minimum 50 participants (type A)
- Minimum 40% foreign participants (type B)
- Minimum 5 nationalities present (type B)
- Minimum duration: 3 days (Type B)

Those recorded by the International Congress & Convention Association (ICCA) fulfil the following criteria:

- Gather at least 50 participants
- To be organised in at least three different countries
- Encounters with at least three different nationalities
Number of venues (Brussels and surrounding area)

- 18 venues >1000 places
- 33 venues 500-1000 places
- 43 venues 250-500 places
- 80 venues 100-250 places
- 44 venues <100 places

Note:
1. Source: Let’s Meet in Brussels 2017
Number of venues (Brussels and surrounding area)

- Theatres and concert halls: 22
- Conference and exhibition centres: 28
- Historical buildings and museums: 75
- Modern and contemporary buildings: 60
- Cultural or sports centres: 33

Note:
1. Source: Let’s Meet in Brussels 2017
Number of hotels with convention hall(s)

43  54  11

Note:
1. Source: Let’s Meet in Brussels 2017
Number of international associations gatherings (UIA)

Note:
1. Source: UIA ranking, (type A+B)
Number of international associations gatherings (ICCA)

Note:
1. Source: ICCA ranking
Numerous fairs are organised in Brussels, both for professionals and the general public. These events take place, more often than not, at Brussels Expo or Tour et Taxis and can benefit from the support and advice of visit.brussels.

The figures presented in this section were relayed by events organisers, via the press or on the events’ websites.
Attendance of Brussels’ major fairs

- 14-24/01 Salon Auto (Brussels Expo)
- 23-31/01 Brafa (Tour & Taxis)
- 04-08/02 Salon des Vacances (Brussels Expo)
- 05-07/02 Salon du Chocolat (Brussels Expo)
- 26-29/02 Affordable Art Fair (Tour & Taxis)
- 25/02-06/03 Batibouw (Brussels Expo)
- 18-22/02 Foire du Livre (Tour & Taxis)
- 11-13/03 Made in Asia (Brussels Expo)
- 12-14/03 & 08-10/10 Estetika (Brussels Expo)
- 16-17/03 Salon entreprendre (Tour & Taxis)
3

Tourism cultural services
Brussels has an exceptional cultural offer. Visitors and inhabitants can enjoy 120 diverse museums and attractions, some of which have become symbols for the whole of Belgium.

The number of museums is based on a list provided by the Conseil Bruxellois des Musées (Brussels’ Museums Council) on its website.

Figures for Brussels’ museums and attractions are estimated based on the collection of attendance numbers (for permanent collections and temporary exhibitions) of a panel of museums and attractions:


Attendance of major temporary exhibitions and recurring cultural events was relayed by the organisers. The Brussels Card results were collected by visit.brussels.
Museums & attractions – evolution of visitors (vs. 2015)

- 2015: 3.36M
- 2016: 2.77M

Jan: 190k (-7.0%)
Fev: 237k (-6.1%)
Mar: 231k (-21.3%)
Avr: 213k (-36.2%)
Mai: 209k (-37.2%)
Jun: 241k (-25.2%)
Jul: 279k (-29.5%)
Aou: 279k (+20.8%)
Sep: 257k (-18.1%)
Oct: 273k (+27.1%)
Nov: 279k (+20.8%)
Dec: 279k (+20.8%)

Visit.brussels
The major temporary exhibitions

85,000 visitors

40,000 visitors

350,000 visitors
The Brussels Card, in its current format, was launched in mid-February 2015. It gives holders:

- Free access to 30+ museums
- Discounts to tourist attractions
- Discounts in museum restaurants, bars...
- Discounts in Brussels shops

In 2016, a total of 8,868 were purchased (about 39% less than in 2015).

Note:
1. Data from Brussels Card
# Brussels Card – analysis of use

## 100 different nationalities

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
<th>Graph</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>14%</td>
<td><img src="image1.png" alt="Graph" /></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>7%</td>
<td><img src="image2.png" alt="Graph" /></td>
</tr>
<tr>
<td>Spain</td>
<td>6%</td>
<td><img src="image3.png" alt="Graph" /></td>
</tr>
<tr>
<td>USA</td>
<td>6%</td>
<td><img src="image4.png" alt="Graph" /></td>
</tr>
<tr>
<td>Belgium</td>
<td>5%</td>
<td><img src="image5.png" alt="Graph" /></td>
</tr>
<tr>
<td>Germany</td>
<td>5%</td>
<td><img src="image6.png" alt="Graph" /></td>
</tr>
<tr>
<td>Italy</td>
<td>4%</td>
<td><img src="image7.png" alt="Graph" /></td>
</tr>
<tr>
<td>Japan</td>
<td>3%</td>
<td><img src="image8.png" alt="Graph" /></td>
</tr>
<tr>
<td>Netherlands</td>
<td>2%</td>
<td><img src="image9.png" alt="Graph" /></td>
</tr>
<tr>
<td>Canada</td>
<td>2%</td>
<td><img src="image10.png" alt="Graph" /></td>
</tr>
</tbody>
</table>

## 3,58 visits per card buyer

1. Royal Museum of Fine Arts
2. Musical Instruments Museum
3. Choco-Story
4. Museum of the City of Brussels
5. Autoworld
6. Museum of Belgian Brewers
7. MOOF
8. BELvue Museum
9. Museum of Natural Sciences
10. Royal Museum of the Armed Forces

### Notes:
1. Data from Brussels Card
2. Pictographs of countries courtesy of icons8.com
Recurring paid events

- **BSF**: 115k spectators
- **Museum Night Fever**: 16k unique visitors
- **NOCTURNES**: 18.5k visitors
- **MEMV**: 40k spectators
- **ANIMA**: 42k visitors
- **Colour Café**: 52k spectators
Recurring free events

- **FOIRE DU MIDI ZUIDFOOR**: 1.2 M visitors
- **2015 FÊTE DE LA BD**: 60 k visitors, 375 k visitors
- **PRIDE**: 50 k participants
- **BRUSSELS JAZZ MARATHON**: 425 k visitors
- **BRUXELLES LES BAINS BRUSSEL BAD**: 375 k visitors
- **BELGIAN BEER WEEKEND**: 150 k visitors
- **PLAISIR D'HIVER WINTER PRET**: 2.46 M visitors
- **FÊTE DE L'IRIS IRISFEEST**: 150 k visitors
Starred restaurants

21 establishments

Bozar Brasserie
Wy
Senzanome
La Paix
La Villa Emily
Bruneau
Le Monde est Petit
La Truffle Noire
Wine is the city
Kamo
San Daniele

Da Mimmo
La Villa Lorraine
Le Pigeon Noir
’t Stoveke
Michel
Bostro margaux
Alain Bianchin
Terborght
Kasteel Diependael
Philippe Meyers

5 establishments

Sea Grill
Comme Chez Soi
Villa in the Sky
Bon-Bon
Le Chalet de la forêt

Note:
1. Source: Guide Michelin 2017
Tourist activities

1. Source: Tripadvisor
Several organisms offer guided tours to visitors in Brussels. Furthermore, some locals, through the Greeters network, offer their preception of the capital through free tourism encounters and experiences.

The figures presented here have come from the visit.brussels guided tours barometer.

This report was put together using data collected from a panel of guided tour organisms in Brussels.

The panel collected data from the following 19 organisms:

Guided tours – evolution of visitor numbers (vs. 2015)

- 2015 vs. 2016
  - 2015: 157k
  - 2016: 130k

- Monthly visitor numbers:
  - Jan: 5,6k (+3,5%)
  - Feb: 6,6k (+25,4%)
  - Mar: 8k (+25,1%)
  - Apr: 13,8k (-25,1%)
  - May: 17,3k (-5,6%)
  - Jun: 14,7k (-5,9%)
  - Jul: 23,6k (-16,5%)
  - Aug: 13,2k (-36,6%)
  - Sep: 9,7k (-37,4%)
  - Oct: 6,7k (+9,8%)
  - Nov: 6,7k (+1,1%)
  - Dec: 5,7k
Guided tours – greeters

Greeters are Brussels volunteers who are passionate about their city. They introduce visitors to “their” Brussels: their favorite spots, their advice and their anecdotes. The Greeters of Brussels offer visitors a unique and authentic experience filled with encounters, exchange and discovery.

In 2016, the Greeters network carried out 513 Greets and welcomed visitors in 12 different languages.

Visitors by country of origin

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>40 %</td>
</tr>
<tr>
<td>Germany</td>
<td>20 %</td>
</tr>
<tr>
<td>Belgium</td>
<td>18 %</td>
</tr>
<tr>
<td>USA</td>
<td>11 %</td>
</tr>
<tr>
<td>Spain</td>
<td>8 %</td>
</tr>
<tr>
<td>Italy</td>
<td>6 %</td>
</tr>
<tr>
<td>Canada</td>
<td>6 %</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4 %</td>
</tr>
</tbody>
</table>

Note:
1. The distribution according to the country of origin is based on data between September and December only.
4

Transport & mobility
Visitors coming to Brussels by plane arrive primarily at one of two airports: Brussels Airport in Zaventem and Brussels South Airport, in Charleroi.

Brussels Airport, Belgium’s largest airport, welcomes both passenger and cargo flights. It has three runways and flies to almost every continent. It is notably one of the main ways to reach central Africa from Europe.

When it comes to passenger flights, Charleroi airport, the country’s second-largest airport, welcomes mostly low-cost airlines. It has one runway and is used primarily to fly to Europe and Northern Africa.

These two airports represent two major entry points for tourists travelling to Brussels. In this chapter we will analyse the figures provided by both airports.
Number of passengers in the airports

21,8 M passengers
-7%

7,3 M passengers
+5%

Note:
1. Source: Brussels Airport / Brussels South Charleroi Airport
Evolution of number of passengers by airport

Total number of Passengers by Airport (in millions)

- **Brussels Airport (Zaventem)**
- **Brussels South (Charleroi)**

Note:
1. Source: Brussels Airport / Brussels South Charleroi Airport
Passengers per month at Brussels Airport

Number of Passengers by Month

Note:
1. Source: Brussels Airport
Types of passenger at Brussels Airport

- 80% Passengers for whom Brussels is their starting point or destination
- 20% Transit passengers

Note:
1. Source: Brussels Airport
Busiest and quietest days at Brussels Airport

1. 29 July: 86,571 passengers
2. 16 September: 86,125 passengers
3. 25 July: 85,818 passengers
4. 1 August: 85,431 passengers
5. 9 September: 84,327 passengers

1. 4 April: 3,368 passengers
2. 5 April: 8,699 passengers
3. 22 March: 9,444 passengers
4. 6 April: 16,143 passengers
5. 7 April: 19,763 passengers

Note:
1. Source: Brussels Airport
Sources: Brussels Airport

- Europe: 143 destinations, 10 new, 7 cancelled
- Africa: 40 destinations, - new, - cancelled
- South & Central America: 5 destinations, - new, - cancelled
- North America: 10 destinations, - new, 1 cancelled
- Asia - Pacific: 5 destinations, - new, 2 cancelled
- Middle East: 6 destinations, 1 new, - cancelled

Note:
1. Source: Brussels Airport
Top 10 destinations to and from Brussels Airport – Europe

1. Barcelona 889k (+3%)
2. Madrid 763k (-5%)
3. Rome 713k (-10%)
4. Frankfurt 518k (+10%)
5. Lisbon 698k (-4%)
6. London 587k (-19%)
7. Geneva 545k (-4%)
8. Malaga 499k (+8%)
9. Milan 492k (-9%)
10. Berlin 703k (+38%)

Note:
1. Source: Brussels Airport
Top 10 destinations to and from Brussels Airport – Outside Europe

1. New-York 441k (-27%)
2. Tel-Aviv 267k (-8%)
3. Washington 212k (-4%)
4. Dubai 187k (-11%)
5. Montreal 175k (-3%)
6. Doha 157k (+6%)
7. Abu Dhabi 144k (-16%)
8. Casablanca 142k (-11%)
9. Pékin 108k (-5%)
10. Bangkok 101k (+1%)

Note:
1. Source: Brussels Airport
As it is for all modern metropoles, mobility is crucial to the Brussel-Capital Region. Offering proper transport facilities is also a key factor for the city’s attractiveness to tourists. The “Bruxelles Mobilité” regional agency defines the city’s mobility strategies and manages the public transport network.

This section presents the key figures concerning the city’s public transport offer, as well as the accessibility of key infrastructures to Persons with Reduced Mobility (PMR).
Mobility – public transports

360 stations
5000 bikes
40k long-term subscribers
70k short-term rentals
1,57M

40 km metro lines
139 km tram lines
445 km bus lines
2200 stops
370M trips

Note:
1. Source: STIB et Villo
Mobility – railways

Top 10 travellers/day (mid-week)

1. Brussels-North 63.104
2. Brussels-Midi 62.545
3. Brussels-Central 61.099
4. Brussels-Luxembourg 7.109
5. Brussels-Schuman 6.501
6. Etterbeek 4.894
7. Schaerbeek 3.180
8. Jette 2.824
9. Merode 900
10. Bockstael 899

Note:
1. Source: SNCB 2015

32 stations
222 k travellers per day (mid-week)
Mobility – accessibility

**Taxis**
Equipped to transport wheelchairs

**Metro stations**
Equipped with lifts

**SNCB stations**
Accessible to PRM

**Theatres and show venues**
Accessible to PRM

**Museums**
Accessible to PRM

**Hotels and hostels**
Accessible to PRM

Notes:
1. Source data: Brussels Pour Tous, Let’s Meet 2016 and STIB
2. Source pictographs: Candice Gras
5

Quality of the destination
Visitor satisfaction

Global tourism is a more and more competitive market. To best position itself in this market, Brussels needs to pay constant attention to the satisfaction of its visitors. Because of this, visit.brussels carries out visitor satisfaction surveys every month, as part of the creation of a plan for tourism quality in Brussels. The satisfaction survey is available on the visit.brussels website.

The questionnaire is voluntarily filled in by tourists to Brussels. Interviews are also randomly carried out in the tourist quarters. In total, 429 people completed the survey in 2016.

It’s important to note that the sample, therefore, does not fully represent Brussels’ tourist population. Business tourists are under-represented. Nevertheless, trends observed in the figures give an interesting insight into the opinion of tourists and their priorities when they travel.
Global satisfaction of visitors

**General satisfaction**

- Happy: 33%
- Neutral: 57%
- Sad: 8%
- Insane: 2%

**Overall my stay lived up to expectations**

- Happy: 46%
- Neutral: 42%
- Neutral: 7%
- Sad: 4%

**I hope to return to Brussels**

- Happy: 55%
- Neutral: 28%
- Neutral: 10%
- Sad: 6%

**I would recommend Brussels to my peers**

- Happy: 57%
- Neutral: 30%
- Neutral: 8%
- Sad: 5%

*** = significant at 99%  ** = significant at 95%  * = significant at 90%
Marks for different tourism elements in Brussels given by visitors

**Top 5 highest scorers**

1. Accommodation is comfortable
2. Host staff is welcoming and ready to help
3. Diversity of the restaurants
4. Bars, cafés & clubs
5. Information available in my language

**Top 5 lowest scorers**

1. Ease of parking
2. Accessibility for persons with reduced mobility
3. Mobile technology availability (Wi-Fi...)
4. Cleanliness of public spaces
5. Climate
As part of the creation of a plan for quality tourism, an awareness campaign called the “Brussels Quality Academy” provides training sessions for members of the Brussels’ tourism sector. The aim is to raise awareness of the Brussels-Capital Region’s treasures and special features.

Most of the sessions are open to all members of the tourism sector and certain, more specialised, training courses are aimed at specific providers (hotels, catering, etc.). The themes are wide-ranging and can cover Brussels’ museums, Art Nouveau, the Brussels identity, surrealism, etc. In all, a total of 41 sessions were organized in 2016.
### Brussels Quality Academy 2016 – Training courses organised

<table>
<thead>
<tr>
<th>Category</th>
<th>Sessions</th>
<th>Hours</th>
<th>Participations</th>
</tr>
</thead>
<tbody>
<tr>
<td>General sessions</td>
<td>29</td>
<td>87</td>
<td>670</td>
</tr>
<tr>
<td>Brussels Experts</td>
<td>8</td>
<td>24</td>
<td>130</td>
</tr>
<tr>
<td>Horeca courses</td>
<td>4</td>
<td>32</td>
<td>52</td>
</tr>
</tbody>
</table>

**Total:**
- Sessions: **87**
- Hours: **144**
- Participations: **852**
Brussels Quality Academy 2016 – Participants (incl. Experts & Horeca)

- Hotels and B&B: 27%
- visit.brussels: 8%
- Greeters: 22%
- Guides: 33%
- Others: 5%
- Museums: 5%
Sustainable tourism
The eco-labels

The international “Green Key”

The Green Key is the international eco-label chosen by 2,500 tourism establishments in 53 countries around the world. It is awarded annually to the tourism facilities, hotels, guest rooms, youth hostels, campsites, conference centres and attractions based on criteria related to general environmental management; waste, water, energy and green space management; environmental education, mobility, ...

Through these criteria, the Green Key programme aims to promote sustainable development within tourist infrastructures.

The regional “Entreprise éco-dynamique” (Eco-dynamic company) label

It is awarded to Brussels companies and associations - whether small or large, public or private - that have put in place environmental management practices.

Some of these practices included rational waste management, constant efforts to save energy, incentives and facilities to promote less polluting forms of mobility, etc.

Companies and associations can be awarded one, two or three stars depending on their accomplishments. Bridges and links are organised with the Green Key label.

Eco-management and Audit System (EMAS)

The Eco-Management and Audit Scheme (EMAS) is a premium management instrument for companies and other organisations to evaluate, report, and improve their environmental performance.

The system has existed since 1995. Back then it was only for companies in industrial sectors.

Since 2001, the EMAS has been accessible to all sectors of the economy, including the private and public services.
## Green Key labelled accommodation

### Hotels

- Aloft Brussels Schuman
- Dolce La Hulpe Brussels
- Four Points by Sheraton Brussels
- Hilton Brussels City
- Hilton Brussels Grand Place
- Martin’s Brussels EU
- NH Hotel du Grand Sablon
- NH Hotel Stéphanie
- Park Inn by Radisson Brussels Midi
- Le Plaza Brussels
- Radisson Blu EU
- Radisson Blu Royal Hotel
- Royal Windsor Hotel Grand Place
- Scandic Grand Place Brussels
- Silken Berlaymont Brussels
- Stanhope Brussels
- Thon Hotel Bristol Stéphanie
- Thon Hotel EU

### Youth accommodation

- Auberge des 3 Fontaines
- Auberge Jacques Brel
- Brussels Génération Europe
- Sleepwell – Espace du Marais

### Meeting Venues

- Autoworld
- Diamant Brussels
- Event Lounge
- Hôtel de la Poste
- Les Sheds (Tour & Taxis)

---

**Note:**

1. **Source:** Let’s Meet in Brussels 2016
Eco-dynamic company eco-labelled accommodation

**Hotels**

- Martin’s Brussels EU
- Martin’s Grand Hotel
- Silken Berlaymont Brussels
- Four Points by Sheraton Brussels
- Hilton Brussels Grand Place
- Le Plaza Brussels
- Radisson Blu EU
- Radisson Blu Royal
- Royal Windsor Hotel Grand Place
- Sheraton Brussels
- Stanhope Brussels
- Thon Hotel EU
- La Légende
- The Dominican
- Rocco Forte Amigo

**Youth accommodation**

Sleepwell – Espace du Marais

**Meeting Venues**

- Banque Nationale de Belgique
- Ancienne Belgique
- BOZAR
- La Monnaie
- Musée des Sciences Naturelles
- Musée du Tram
- Les Sheds (Tour & Taxis)

**Note:**

1. Source: Let’s Meet in Brussels 2016
EMAS-labelled accommodation

Hotels
- Martin’s Château du Lac
- Martin’s Grand Hotel
- Martin’s Brussels EU
- Martin’s Lido

Youth accommodation
0

Meeting Venues
0

Note:
1. Source: Let’s Meet in Brussels 2016
Since 2007, the Brussels-Capital Region has announced calls for projects in an attempt to enhance and promote the construction or renovation of “Bâtiments Exemplaires” or “Exemplary Buildings”.

The objective is to show that it’s possible to obtain great energy saving and environmentally friendly results with a reasonable budget.

In 2007, the Brussels-Capital Region didn’t yet have a single passive building. Following the calls for projects, the surface area of passive buildings in Brussels should pass 350,000 m² in 2017.

Exemplary buildings in which you can rent a room:

- Cygnes-Digue - Maison de quartier Malibran
- Mundo-B
- Philanthropy House (Bâtiment Exemplaire Royale 94)
- Hotel Meininger (Bâtiment Exemplaire Belle-Vue)
- Hotel Belvue (Bâtiment Exemplaire Quai du Hainaut)
Exemplary buildings

- 243 projects
- 62 Ha surface
- 33M € regional support
Green spaces

Brussels is a particularly green capital city. The preservation of these spaces is of course a necessity for both their ecological richness and the quality of life of Brussels’ inhabitants.

Furthermore, there presence also brings other advantages, notably their recreational, landscaping and town-planning aspects. These advantages are draws for tourists staying in Brussels.

Green spaces are, however, under pressure and it is therefore important to have at one’s disposal the tools and strategy necessary to defend and showcase them. These missions and responsibilities lie with the “Bruxelles Environnement” agency.
Green spaces

The Brussels-Capital Region has more than 8,500 ha of green spaces, which represents more than half of the region’s total 16,138 ha surface area. The green spaces are divided as follows:

1. Source: IBSA
Green spaces

Nature reserves

Le Moeraske
Le marais de Ganshoren
Le marais de Jette
Le Poelbos
Le bois du Laerbeek
Le Zavelenberg
La roselière du Parc des Sources
La réserve naturelle du Rouge-Cloître
Le Vallon des Enfants Noyés
Le Vallon du Vuylbeek
Le Vallon des Trois-Fontaines
La mare du Pinnebeek
Le Vogelzangbeek
Le Kinsendael-Kriekenput

Archeological reserves

La réserve archéologique des Tumuli
La réserve archéologique de « Boitsfort-Etang »

Forest reserves

La réserve naturelle du Rouge-Cloître
La réserve forestière du Gripensdelle